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Salisbury Firefighters to Don Pink T-shirts in Support of Breast Cancer Awareness Month

Local Firefighters to receive Educational Sessions from Co-Founders of "Celebration of Life" Breast Cancer Support Group

Salisbury, NC_October 16, 2010 – Salisbury Fire Chief Bob Parnell announced today that Salisbury firefighters and station administrative staff will provide support for Breast Cancer Awareness Month by sporting pink t-shirts from October 25 through October 30. During the six-day event, pink breast cancer awareness shirts will replace the standard-issue gray t-shirts typically worn by Salisbury firefighters while on duty. Aside from non-melanoma skin cancer, the Centers for Disease Control and Prevention have identified breast cancer as the most common form of cancer in women. Breast Cancer Awareness Month (BCAM), founded by AstraZeneca in 1985, is an international health campaign that takes place in October of each year. The month-long campaign strives to increase breast cancer awareness while raising funds for research into its cause, prevention, and cure.

Mayor Susan Kluttz, speaking on behalf of the Salisbury City Council shares, "We are extremely proud of our Salisbury firefighters and their constant dedication and commitment to our community. Sadly, cancer affects everyone. Each of us is aware of someone who has been affected by cancer and who has struggled with the diagnosis and treatment of this terrible disease." Kluttz offers that although the courageous men and women of the fire department serve as heroes in our time of need, it is both humbling and admirable to see their support for this cause. "Our firefighters make a very powerful statement as they proudly pay tribute to breast cancer survivors, true heroes and an inspiration to us all."

Chief Parnell offers that the pink shirt idea initiated during a weekly staff meeting as names and concerns were added to a prayer list that is updated each week. Parnell notes, "It is our habit to uplift and remember others throughout the community and to show our support through friendship, visits, cards, and prayers. I realized that approximately 40% of those individuals on our prayer list were afflicted by some type of cancer. By joining other organizations across the nation and wearing pink, we are able to shine a light on breast cancer awareness while honoring cancer survivors, their families, and friends." Parnell notes that the fire department is a very active member of the City of Salisbury's Relay for Life team and that the pink t-shirt campaign is an additional means of support for

a very worthy cause. "Our Salisbury firefighters are proud to don pink as we salute the courageous women and their families so affected by this disease."

During October, Salisbury firefighters will receive educational sessions designed to heighten awareness for breast cancer and to promote understanding for other types of cancer. Debbie Carter and Mary Knapp, co-founders of "Celebration of Life," a local breast cancer support group, will provide instruction for Salisbury firefighters on all three shifts. Parnell notes, "We are thankful to both Debbie and Mary for providing this training. Through a stronger understanding of these diseases, we are better able to support our citizens."

To learn more about the Salisbury Fire Department, please visit us online at www.salisburync.gov/fire or call 704-638-5351. The City of Salisbury is an equal opportunity employer with over 180 different job classifications and over 400 full time positions. For more information regarding the City of Salisbury and its services and departments, please visit us on the web at www.salisburync.gov. To receive updates regarding local initiatives, meetings, programs, and events, please join the City of Salisbury's Facebook users group at www.salisburync.gov/facebook or follow us on Twitter at <http://twitter.com/CitySalisburyNC>.

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